



Generation Z

Steve Thompson
Digital Media Consultant

@thompsondigital



Defining Generations - year of birth

Baby Boomers > 1945

Generation X > 1960

Generation Y > 1982 (to 2004?)

Millennials

Generation Z > 1996

Defining Generations - Attitudes



"Generation Me"

Jean Twenge



"Hero Generation"

William Strauss &
Neil Howe

Defining Millennials - Waiting to grow up?

Defining Millennials - Waiting to grow up?

Older Millennials (born c. 1982-1988):

Careers and mortgages

Long-term relationships, marriage, children

All Millennials & Generation Z:

Connected: technically, socially and professionally

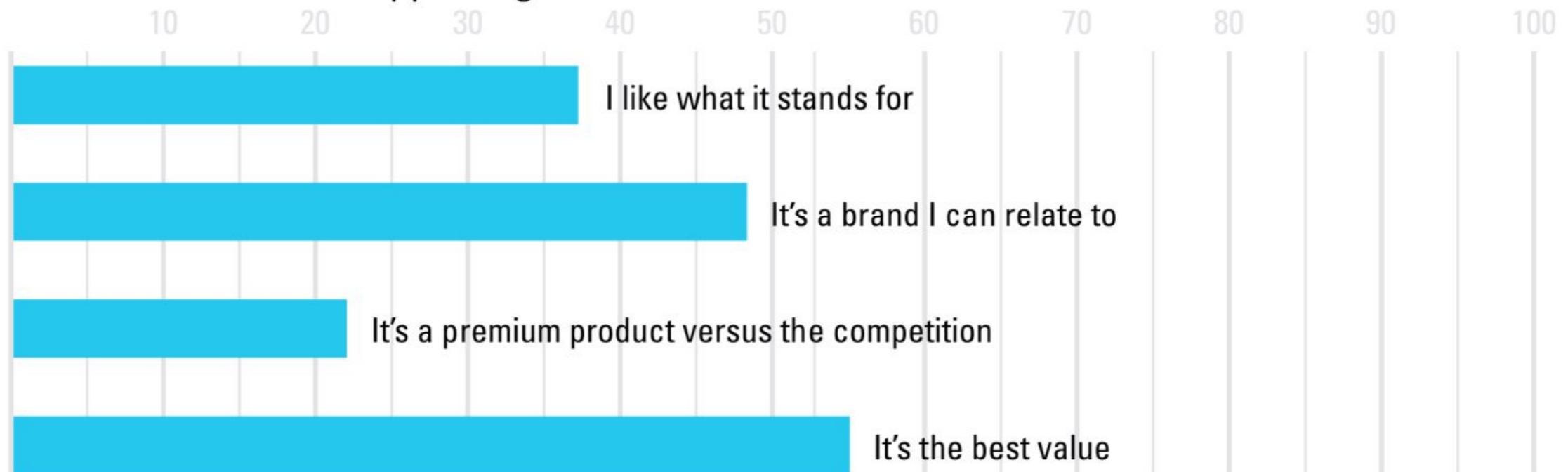
Lever technology very easily and rapidly

Defining Millennials - Waiting to grow up?



Defining Generation Z- Brands

What makes a brand appealing?



Generation Z - Think about AGE targeting

Right message

Right time

Right place

Right context

Right person



Ethology

The scientific and objective study of animal behaviour, usually with a focus on behaviour under natural conditions

Anthropology

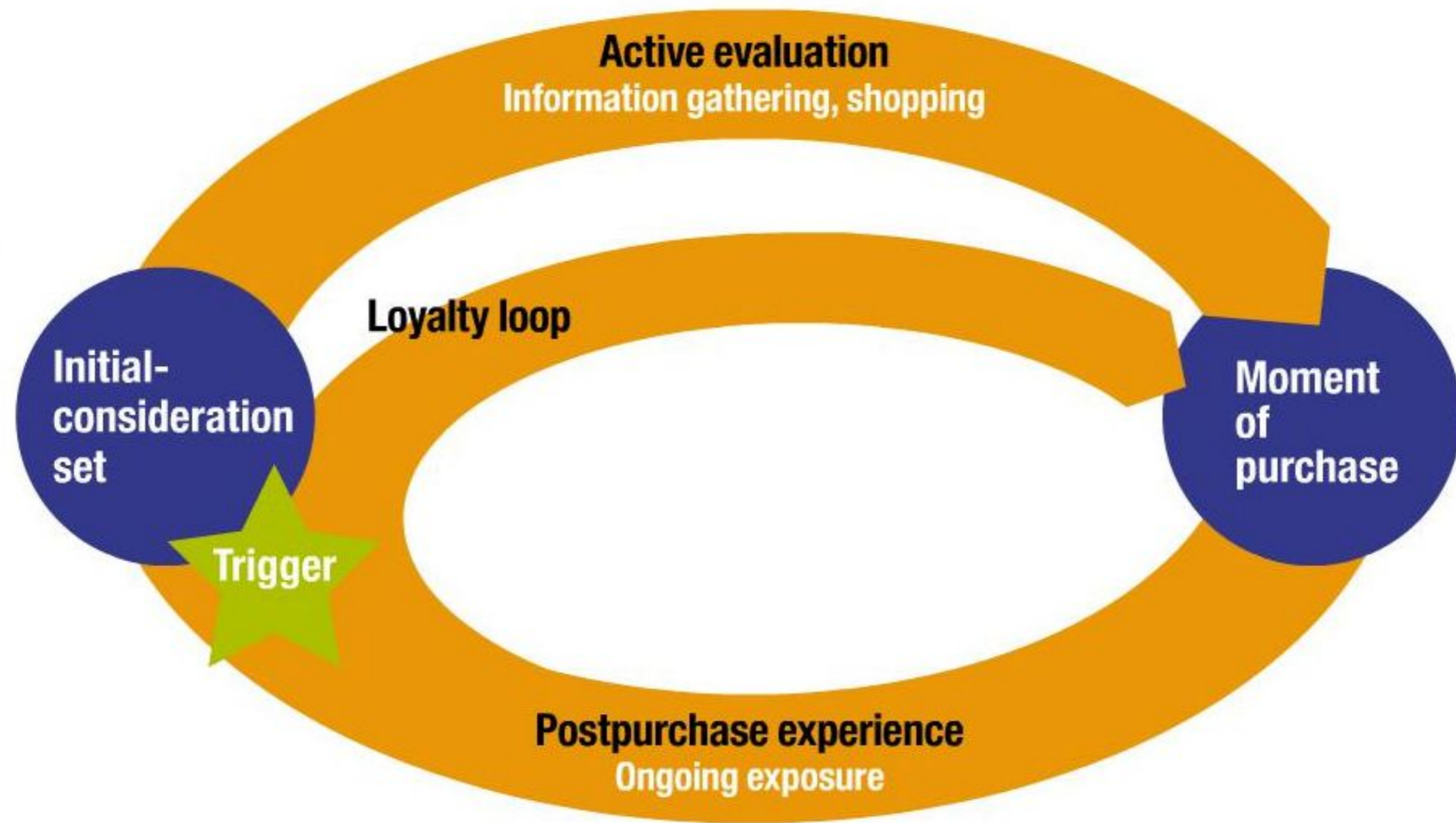
Reverse Mentoring



Research & Development Lab

“They don't go retail shopping anymore”

Webrooming, Showrooming, Norooming



Thinking about Generation Z - Search

THEN

The Google logo, featuring the word "Google" in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

NOW

The YouTube logo, consisting of the word "You" in black text followed by the word "Tube" in white text inside a red rounded rectangle.

Thinking about Generation Z - Content

THEN



NOW



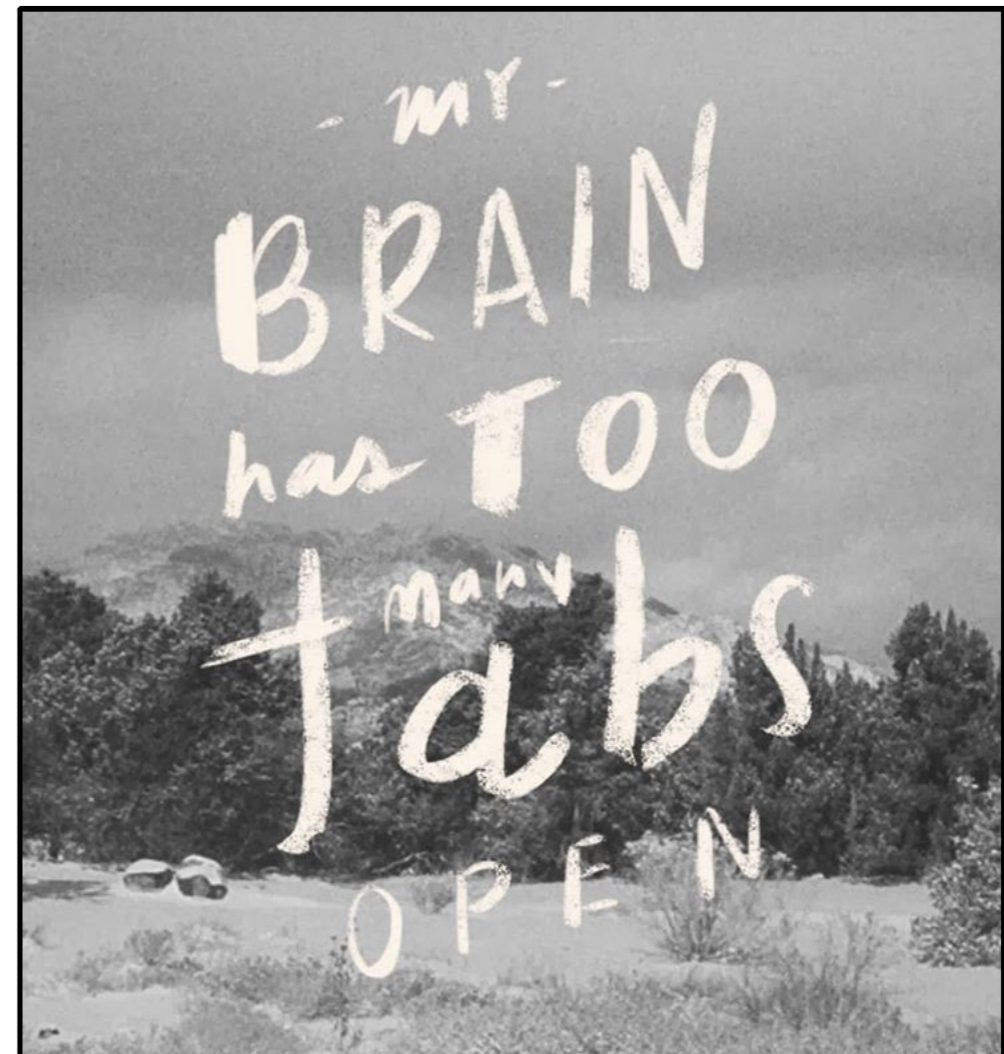
'When I'm available'

Thinking about Generation Z - Digital Detox

THEN



NOW



Thinking about Generation Z - Group

THEN

Content Marketing

Pushing brands into the
digital ecosystem

Buzz, Viral,

Sticky

NOW

Crowd Culture

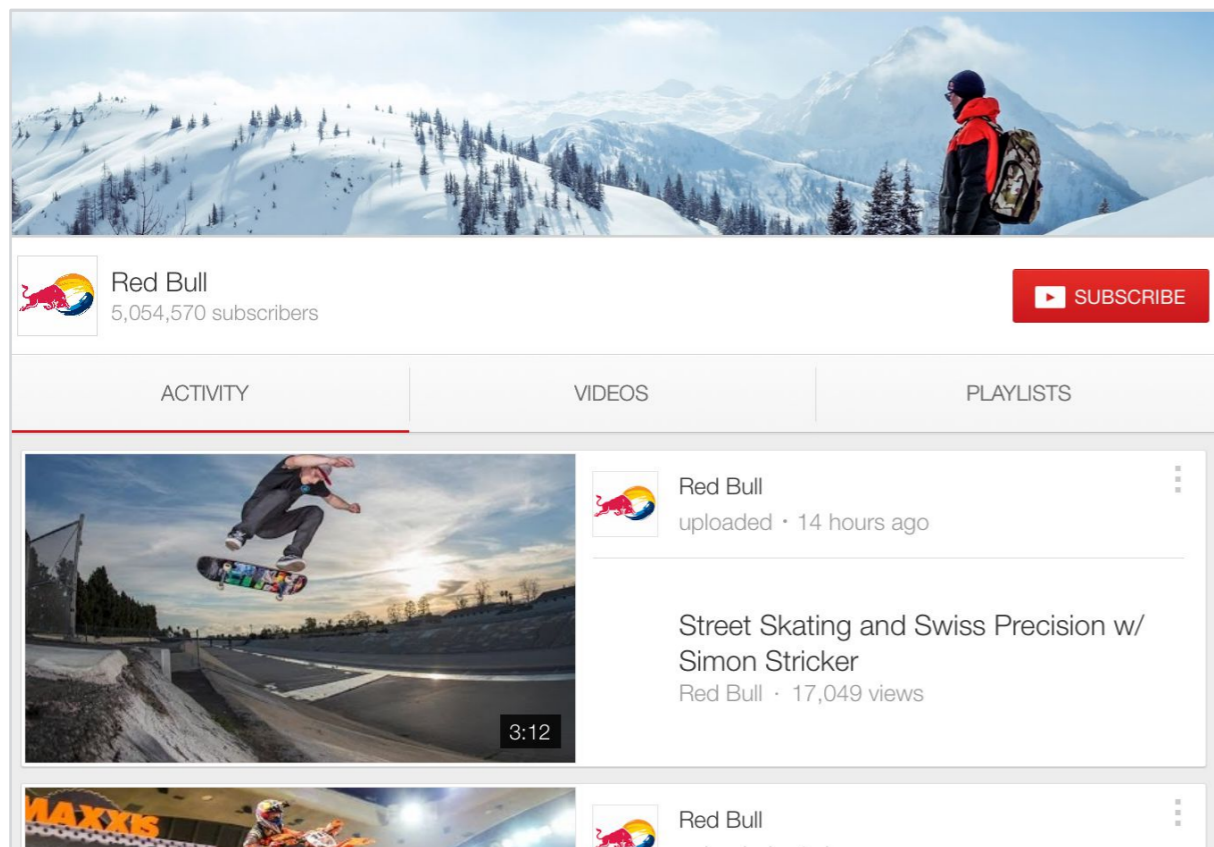
Orthodoxy

Influence

Ideology

Flashpoints

Thinking about Generation Z - Crowd Culture

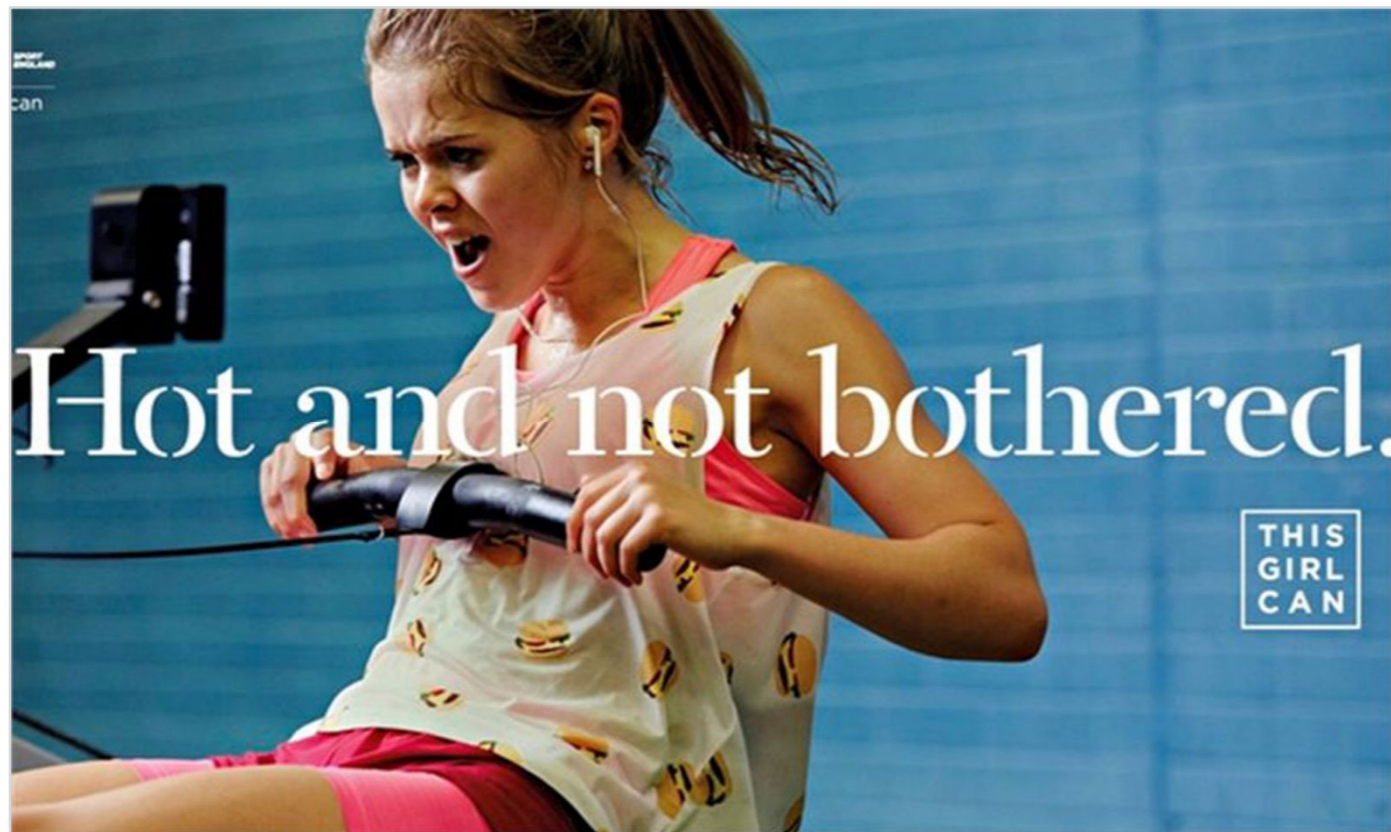


Red Bull
#180
5m subscribers
\$ millions?



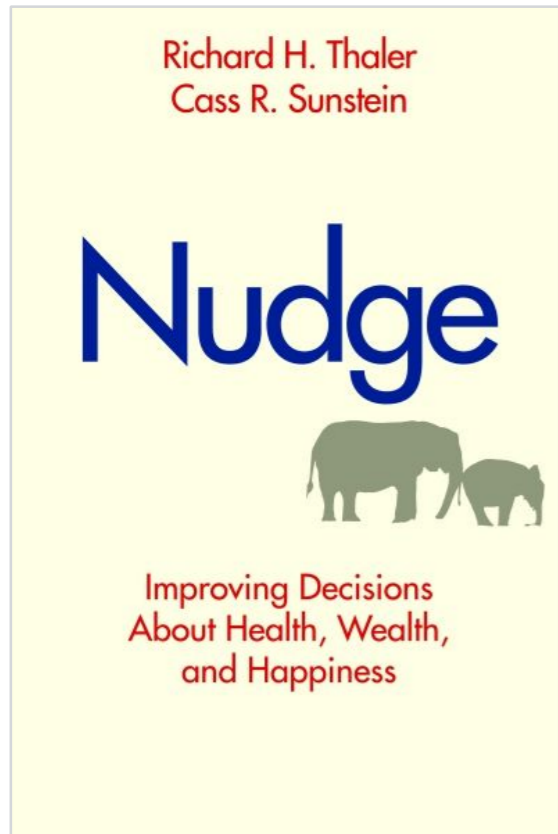
Dude Perfect
#80
9m subscribers
\$ thousands?

Thinking about Generation Z - Crowd Culture

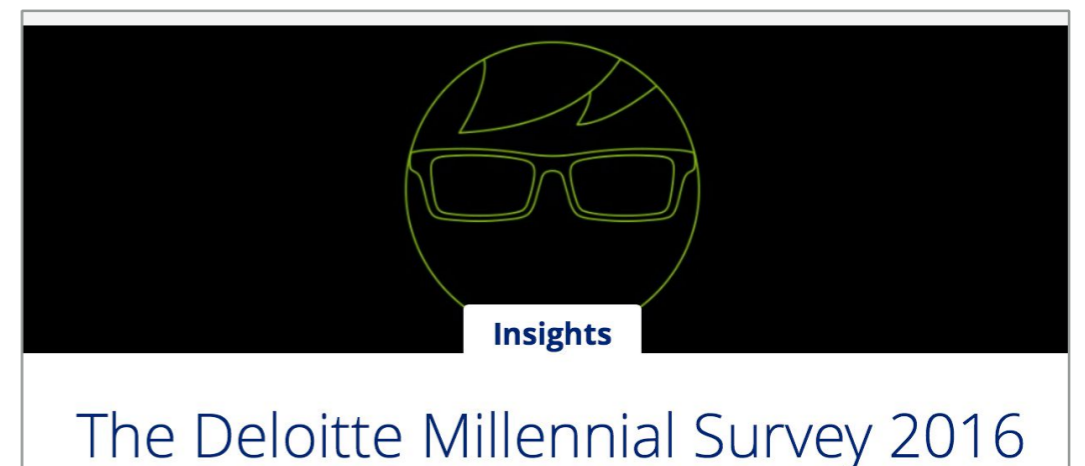
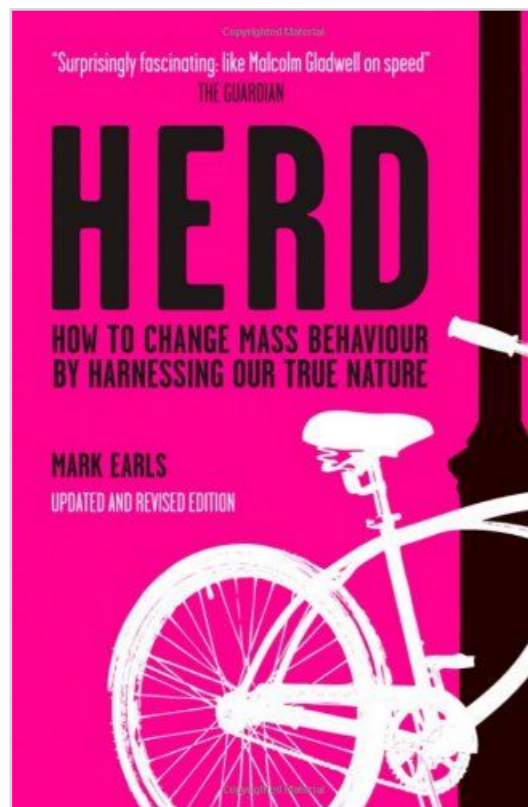


Thinking about Generation Z - Crowd Culture





Kevin Spacey, Royal Television Society, Edinburgh





Generation Z

Steve Thompson
Digital Media Consultant

@thompsondigital